

To: Honorable Mayor Price and Members of the City Council

cc: Denis Fitzgibbons, City Attorney
City Manager's Executive Management Team

From: Brenda S. Fischer, City Manager

Date: October 4, 2012

RE: Weekly City Manager Report

ACTIVITIES and EVENTS

- Coffee with the Chief: October 13, 8-9 a.m. at the Library
- Community Garage Sale: November 3, 9 a.m.-1 p.m. at Pacana Park
- Farm Days: The University of Arizona's Maricopa Agricultural Center (MAC) & the US Arid-Land Agricultural Research Center (ALARC) are holding a Farm Day on Saturday, November 3, 2012 at both locations. Staff will be assisting them by promoting the event and supplying vendor information.
- Annual Economic Summit: On December 6, the City will host the Maricopa Economic Summit at Southern Dunes. Save-the-Date announcements will be sent next week. This event attracts more than 100 attendees each year.
- Stagecoach Days: September 12-21 at Pacana Park. There will be numerous events for the entire community throughout the week. More information at maricoa4fun.com
- GAIN (Getting Arizona Involved in Neighborhoods): November 3, 2-7 p.m. throughout Maricopa. GAIN is an annual statewide crime prevention celebration.

COUNCIL REQUESTS AND/OR CITY COUNCIL MEETING FOLLOW-UP

Council Request Report

The updated Council Request Report is attached.

Future Agenda Items Report

The Future Council Agenda Items report is attached. This information is subject to change.

Traffic Data for the Intersection of Honeycutt Rd. and Glennwilde Dr.

In response to a request from a Councilmember, attached please find a signal warrant analysis regarding the intersection of Honeycutt Road and Glennwilde Drive. The memo includes the traffic warrant count and background information.

GENERAL INFORMATION

City Offers Nonprofit Grant Writing Class

On October 24, the City will host a “Basics of Grant Writing” class. The free class is open to anyone who currently operates or will operate a non-profit organization in Maricopa. The class will be held 1-4 p.m. at the Copa Center, 44585 W. Honeycutt Road. Grants Manager Mary Witkofski will teach the class along with Heather Patel, Program Coordinator for the City of Apache Junction. To register, email Ms. Witkofski at mary.witkofski@maricopa-az.gov or call her at (520) 316-6844.

City Website Enhancements

Recent City website improvements include the addition of several online forms. These enhancements make it easier for residents to register for upcoming events. Here are a few examples:

- Mysterious Mansion Mayhem Participant Registration: <http://www.maricopa-az.gov/web/events/81-community-services/events/274-mysterious-mansion-mayhem>
- Adult Sports Free Agent Registration: <http://www.maricopa-az.gov/web/sports-recreation/free-agent-registration-form>
- Business Beat Interest Application: <http://www.maricopa-az.gov/web/government-tv/business-beat/business-beat-interest-application>

City Council Meetings Now Available on YouTube

As of October 2, all City Council regular meetings are available on myMaricopa20, the City's YouTube channel, www.youtube.com/myMaricopa20.

Stay Tuned to Maricopa20 TV

- On October 5, a new episode of Business Beat begins airing. This episode features Drs. Goodman & Partridge. Business Beat is a regularly scheduled weekly television/web video program that showcases a local business. The episodes are posted on all City communication vehicles, including the website, Maricopa20, Facebook, Twitter, YouTube, and the My Maricopa newsletter. The program was recently featured in a panel presentation by Assistant City Manager Danielle Casey at the International Economic Development Council conference, and the case study is included in a book entitled “Economic Development Marketing.”
- Horror Classics are back on Maricopa20 through the month of October. Maricopa20 replays a horror classic film, featuring artists such as Vincent Price, Boris Karloff, Bela Lugosi, Lon Chaney, Sr., and many other favorites. October 30 and 31 features a Terror Marathon with back-to-back movies all day. Maricopa20 can be watched via Orbitel Communications Channel 20 or online at: maricopa20.tv. The complete Horror Classic film title list and schedule is available online at: <http://www.maricopa-az.gov/web/government-tv/horror-classics>

City Hall and Police Station Construction Update

Okland Construction's Weekly Activity Report is attached. The public may track the progress of this project on the "Construction Updates" section of the City's website.

Multigenerational/Aquatic Center Update

The construction drawings are currently under review as part of the permitting process. The Guaranteed Maximum Price (GMP) for the construction contract is scheduled for City Council consideration in November.

Chief Donald N. Pearce Fire Station 575 Update

The GMP contract amendment was approved by Council on October 2. Construction is scheduled to start October 16. Global Water is currently extending water and sewer main lines along Edison Road to serve the property as part of the agreement between the City and Global Water. The groundbreaking will take place after the new roadway extension is graded.

Fire Station 572 Update

CORE Construction's Weekly Construction Update is attached.

Lexington Park Update

Staff is inviting residents who live near the new Lexington Park to the October 11 Heritage District Committee meeting to discuss and provide feedback about the park.

Economic Development Updates

- On September 28, staff attended an Academy hosted by the Arizona Association for Economic Development. The topic was Effective ED Marketing Tools and Resources. Discussion included strategies on providing relevant information to communities and promoting the City's brand and image as well as best practices in social media. Many of the recommended tactics are already in use in Maricopa.
- The Greater Phoenix Economic Council (GPEC) was recently ranked the second highest economic development organization in the country for metropolitan areas with a population of 2.5 million or more. The City of Houston was ranked highest. The City is a member of GPEC. The report and award details are available online at <http://blog.atlas-advertising.com/?p=3251>.
- Façade Improvement Program: Last week, staff issued a news release about the program and created a flier that will be distributed door-to-door throughout the Heritage District. The first pre-application information session is November 8. More information forthcoming.
- Annual Report: Staff completed an Economic Development annual report detailing the City's efforts to advance economic development in fiscal year 2011-2012. A printed copy of the report is available at City Hall. An electronic version is attached and can be downloaded from the City's website.

Business License Report

The September business license report is available. The report shows active and inactive business license information. It is too long (hundreds of pages) to attach to this report. If you would like a copy of the report, please let me know and I will provide you with an electronic copy.

Community Project Updates

- Staff received a preliminary plat amendment application for the Cortona subdivision. The Technical Advisory Committee meeting was held September 27. Staff anticipates the second submittal in the middle of October.
- The first review for Fast & Friendly Car Wash was completed August 27. The updated elevations were presented to the Heritage District September 13 and recommended for approval. The second submittal was received October 2 and under review by staff. This is tentatively scheduled for the October 23 Planning and Zoning Commission meeting. It is expected to be presented to Council for consideration in November.

ADOT Passenger Rail Corridor Study (Phoenix to Tucson)

The Arizona Department of Transportation (ADOT) Rail Planning staff met with City staff to discuss seven potential alignment alternatives, including one that passes through Maricopa. The alternatives have been formed through the collaboration of 45 agencies throughout the state. The Corridor support team meetings, which include elected officials and agencies, provided input and guidance in selecting an alternative to present to the Federal Railroad Administration in the Environmental Impact Statement. On October 20, ADOT will have a booth during Stagecoach Days, seeking public input on the remaining alternatives. More information about the study can be found at <http://azdot.gov/passengerrail/>.

Parks and Recreation News

- Pacana Park: Aeration and fertilization has been completed on all fields, and watering has been increased to satisfy the needs of the playing areas.
- Adult Softball ended October 1 with Remax winning the tournament.
- The City, in partnership with Sequoia Pathway Academy P.T.O., hosted the first Youth Open Gym September 28. There were 48 kids in attendance who participated in various games and sports. The next event is October 19, 5-8 p.m. This event is free.

Copa Center and Mobile Stage Reservations Reports

Attached, please find the September 2012 Copa Center Reservations and Mobile Stage Rental reports. The Copa Center was used three times in September. There were no Mobile Stage reservations in September.

Weekly City Manager Report on Hiatus Next Week

There will not be a Weekly City Manager Report next week. The next issue will be published on October 18.

Respectfully Submitted,



Brenda S. Fischer, ICMA-CM
City Manager

City Council Member Requests and Projects Status Report

Council Request Report, October 4, 2012						
Date	Requested By	Project	Description	Status	Next Action	Staff Contact
10/18/2011	Council	Cell Tower Zoning	Response to Cell Tower zoning questions and updates to our zoning code	In Progress	The Wireless Communication Facilities Ordinance (TXT11-01)-(Cell Towers) will be presented to the P&Z on Oct 8. City Council will hold a public hearing and hear a presentation from staff on Oct. 16. It is tentatively scheduled for Council action on Nov. 6.	Billingsley
12/7/2011	Diedrich	Entry Monument Plan	Request for entry monuments at major entries to the City; update City codes; create design standards	In Progress	A update on the City entrance monument signage will be presented to Council at the November 6 Council meeting.	Billingsley/Casey
4/27/2012	City Council	Council Financial Policies	Financial policy for Council consideration regarding limiting % of operating budget that can be allocated to debt service	In Progress	Staff will bring this forward draft policies to the Budget, Finance and Operations Sub-Committee on October 18.	Duensing
4/27/2012	City Council	Council Financial Policies	Financial policy for Council consideration regarding how the City manages investment income and utilizing investment advisory services	In Progress	Staff will bring this forward draft policies to the Budget, Finance and Operations Sub-Committee on October 18.	Duensing
4/27/2012	City Council	Council Financial Policies	Financial policy for Council consideration regarding what to do with funds remaining at the end of each fiscal year	In Progress	Staff will bring this forward draft policies to the Budget, Finance and Operations Sub-Committee on October 18.	Duensing
6/15/2012	Gusse	Back to School Bicycle Rodeo	Requesting the City co-sponsor a back to school Bicycle Rodeo with the Maricopa Optimist Club	In Progress	The timing on this will be dependent on the outcome of the bicycle donation program RFP.	Jepson
6/26/2012	Brown	Black History Month	Request for examples of what other cities are doing for Black History Month	In Progress	At the February 5, 2013 Council meeting, the Mayor will read a proclamation supporting Black History Month and the City will sponsor a reception in MUSD foyer during a break in meeting, just as we did in September for Hispanic Heritage Month.	Jepson
7/9/2012	Kimball	New Citizens	Options for the City of Maricopa to publicly recognize residents of Maricopa who have recently earned US Citizenship	In Progress	Staff will seek out Maricopa residents who have recently been granted US Citizenship and hold a recognition ceremony before Council, similar to how we honor veterans with Operation Welcome Home.	Jepson
9/3/2012	Gusse	Veterans Town Hall	Veterans Town Hall to offer support structures to Maricopa Veterans	In Progress	Staff is working to bring representative of state wide veterans services to Maricopa to man a booth at Stagecoach Days.	Jepson
9/4/2012	Kimball	Traffic Information	Request for signal warrant analysis and updated traffic counts for the intersection of Honeycutt and Glennwilde	In Progress	Staff will provide requested information in the form of a memo to be included in the Oct. 4 City Manager's Report.	Billingsley
9/24/2012	Price	Mayor & Council Photos in City Facilities	Request to post Mayor & Council photos in City facilities	In Progress	Staff is producing a poster of the Mayor, City Council, and City Manager photos which will complement the current Priority Poster. These will be framed and hung in City Hall, Police Admin, Library, and Fire Admin	Casey
9/3/2012	Gusse	Hispanic Heritage Month	Recognition of Hispanic Heritage Month	Completed 9-18-2012	At the September 18 Council meeting, the Mayor will read a proclamation supporting Hispanic Heritage Month and City will hold a short reception in MUSD foyer during break in meeting.	Jepson

City Council Member Requests and Projects Status Report

Date	Requested By	Project	Description	Status	Next Action	Staff Contact
6/13/2012	Gusse	Bicycle Donations	Requesting the City investigate the possibility of donating unclaimed bicycles to a charity to be distributed to eligible children	Completed 10-2-2012	Staff will ask Council to create a Bicycle Adoption Program at the October 2 Council meeting.	Stahl, Duensing, Jepson

Future Council Agenda Items

<u>Tentative Mtg Date</u>	<u>Item</u>	<u>Contact</u>
October 16, 2012	WORK SESSION: Presentation: Citizen Survey Results	LaTricia Woods
October 16, 2012	REGULAR: Public Hearing: TXT 11-01 Wireless Communications Facility	Brent Billingsley
October 16, 2012	REGULAR: Public Hearing: 2012 International Code Council building Codes	Brent Billingsley
October 16, 2012	REGULAR: Public Hearing: Amendment of City Code Chapter 12 (fee Schedules)	Brent Billingsley
October 16, 2012	REGULAR: Consent: Budget: Transfer Budget Authority for City Complex between Funds	Tom Duensing
October 16, 2012	REGULAR: Consent: Contract: Amendment: Core Construction Additional Preconstruction	Brent Billingsley
October 16, 2012	REGULAR: Consent: Contract: APS Easement Agreement City Complex Site	Brent Billingsley
October 16, 2012	REGULAR: Consent: Contract: Neely Lease	Brent Billingsley
October 16, 2012	REGULAR: Consent: Shop Local Program Extension Request	Micah Miranda
October 16, 2012	REGULAR: Contract: Amendment: Regional GMP No.1 (Hayden Building Corp)	Brent Billingsley
October 16, 2012	REGULAR: Contract: Amendment: Regional Park Preconstruction Service (Hayden Bldg Corp)	Brent Billingsley
October 16, 2016	REGULAR: Ordinance: Adoption of the 2012 International Code Council Building Codes	Brent Billingsley
October 16, 2012	REGULAR: Ordinance: Amendment of the City Code Chapter 12 (Fee Schedules)	Brent Billingsley
October 16, 2012	REGULAR: Presentation: Gallagher & Kennedy findings on PD Internal Affairs Audit	Steve Stahl
October 16, 2012	REGULAR: Presentation: TXT 1101 Wireless Communications Facilities	Brent Billingsley
October 16, 2012	REGULAR: Purchase: Four APX7000 Digital Portable Radios from Motorola Solutions	Steve Stahl
October 16, 2012	REGULAR: Resolution: Adoption of 2012 International Code Council Building Codes	Brent Billingsley
October 16, 2012	REGULAR: Resolution: Manual on Uniform Traffic Control Devices (MUTCD)	Brent Billingsley
October 16, 2012	REGULAR: Resolution: Phoenix Barricade Manual	Brent Billingsley
October 30, 2012	REGULAR: Public Hearing: Section 5311, Rural Transportation Grant Program	Mary Witkofski
October 30, 2012	REGULAR: Public Hearing: TXT 11-01 Wireless Communications Facilities	Brent Billingsley
October 30, 2012	REGULAR: Consent: Contract: Garvey Property Public Utility Easement	Brent Billingsley
October 30, 2012	REGULAR: Contract: Amendment: Architekton (Multi-Gen)	Brent Billingsley
October 30, 2012	REGULAR: Contract: Multi-Gen Guaranteed Max Price (GMP) for Preconstruction (Core)	Brent Billingsley
October 30, 2012	REGULAR: Contract: Tortosa Fire Station Lease	Danielle Casey
October 30, 2012	REGULAR: Contract: Zoning Code Rewrite Services	Brent Billingsley
October 30, 2012	REGULAR: Grants: Adopt Community Development Block Grant Participation Plan	Mary Witkofski
October 30, 2012	REGULAR: Grants: Consent to apply for Section 5311 Rural Transportation Grant Program	Mary Witkofski

October 30, 2012	REGULAR:	Ordinance: Adoption of TXT 11-01 Wireless Communications Facilities	Brent Billingsley
October 30, 2012	REGULAR:	Presentation: Update on City Entrance Monument Signage	Danielle Casey
October 30, 2012	REGULAR:	Purchase: Purchase & Sale Agreement for a Portion of Bowlin Plaza Property	Danielle Casey
November 20, 2012	REGULAR:	Public Hearing: Community Development Block Grant	Mary Witkofski
November 20, 2012	REGULAR:	Consent: Contract: Shroyer Lease	Brent Billingsley
November 20, 2012	REGULAR:	Consent: IGA: PD and DPS for AZ Auto Theft Assoc. Task Force Membership	Steve Stahl
November 20, 2012	REGULAR:	Contract: ADOT for Widening of MCG HWY from Porter RD to White Parker RD	Brent Billingsley
November 20, 2012	REGULAR:	Development Services Audit Implementation Plan Update & Funding Request	Danielle Casey
November 20, 2012	REGULAR:	Reschedule or Cancel the January 1, 2013 City Council Meeting	Paul Jepson
November 20, 2012	REGULAR:	Resolution: Widening of MCG Hwy from Porter RD to White Parker RD	Brent Billingsley
November 20, 2012	REGULAR:	Selection of Vekol Park & Multigenerational Center Permanent Names	Danielle Casey
November 20, 2012	REGULAR:	Site Plan Approval: Fast and Friendly Car Wash	Brent Billingsley
November 20, 2012	REGULAR:	Site Plan Approval: Vekol Park Site	Brent Billingsley
December 4, 2012	REGULAR:	Public Hearing: Municipal Zoning Over Annexation Area	Brent Billingsley
December 4, 2012	REGULAR:	Contract: Porter Road Widening	Brent Billingsley

MEMO

To: Brenda S. Fischer, City Manager
From: Chris A. Salas, City Engineer
Date: September 27, 2012
Re: Traffic Signal Warrant Analyses and Traffic Counting

Background

Councilman Bridger Kimball has asked that staff to provide signal warrant analysis and updated traffic counts for the intersection of Honeycutt Road and Glennwilde Drive.

Issue

Traffic signals are highly visible and an important element of roadway transportation network. Typically traffic signals are often seen as the answer to most operational and safety problems at an intersection. In reality the traffic signal represents the most restrictive forms of right-of-way control at the intersection. The City of Maricopa is responsible for conducting annual traffic studies on arterial roads to monitor the amount of vehicles and pedestrians that are utilizing intersections. In order to ensure that the advantages outweigh the disadvantages, the City Engineer must be able to justify the traffic signal against standards of the Manual of Uniform Control Devices (MUTCD).

A traffic engineering study of traffic conditions, pedestrian characteristics, and physical characteristics of the location are performed to determine whether installation of a traffic control signal is justified at a particular location. The MUTCD has a series of warrants to define the minimum conditions under which the City Engineer should consider the implementation of a traffic signal as appropriate. The study consists of the need for a traffic control signal by analyzing the applicable factors contained in the following traffic signal warrants and other factors related to existing operation and safety at the study location:

- Warrant 1: Minimum Vehicle Volume
- Warrant 2: Interruption of Continuous
- Warrant 3: Minimum Pedestrian Volume
- Warrant 4: School Crossing
- Warrant 9: Four Hour Volumes
- Warrant 11: Peak Hour Volumes
- Warrant 8: Combination of Warrants
- Warrant 6: Accident Experience
- Warrant 10: Peak Hour Delay

MEMO

Traffic data is accumulated over a period of three to four days on a 24-hour period. The traffic study information is then submitted to the City Engineer for review and approval. When a traffic signal is properly justified, it is designed in accordance with the current standards.

The traffic study consists of a comprehensive investigation of existing physical and operating conditions. Analysis of the study data provides insight into possible remedial measures, if any. Remedial measures may include various traffic control measures, such as signing, traffic signals, safety lighting, or a combination of these. To ensure that the City has not overlooked potential areas of concerns, staff will collect data on an annual basis and will pay special attention to intersections that have previously been studied and may have the potential of needing a traffic signal.

Conclusion

The goal of the traffic study is to evaluate various criteria that are evaluated in the signal warrant process. Simply the desire to control traffic at the intersection is not appropriate for safety or efficiency of vehicles and pedestrians in the City. The City Engineer used the national standards for the intersection of Honeycutt Road and Glennwilde Drive and selected the most appropriate method of control for the intersection which was a traffic signal. This was determined by the traffic study that was completed in the spring of 2011.

2011 - 2012



ANNUAL REPORT

Economic Development Department

CITY OF
MARICOPA
PROUD HISTORY • PROSPEROUS FUTURE



Back row, pictured left to right: Councilmember Leon Potter, Councilmember Alan Marchione, Councilwoman Julia R. Gusse, Councilmember Bridger Kimball; Front row, pictured left to right: Vice Mayor Edward Farrell, Mayor Christian Price, Councilmember Marvin L. Brown



City Manager
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INTRODUCTION

Vision Statement

Maricopa will be a leading regional partner, providing growth opportunities for new companies, entrepreneurs, and expanding companies by delivering high quality services, sites, and talent to local, regional, national, and international businesses.

About the Economic Development Department

The Economic Development Department leads the City's business attraction and retention efforts, and is the point of contact for people seeking local assistance with site selection, marketing, demographic information, and business resources. The department also manages entrepreneurial training, shop local programs, and serves as the City staff liaison for the Heritage District Citizens Advisory Committee and Industrial Development Authority (IDA) Board.

Annual Report Purpose

This report is designed to provide a summary of actions taken to advance economic development in Maricopa during the 2011-2012 fiscal year. Activities discussed will be addressed in the context of the four major goals outlined in the City's Economic Development Strategic Plan, adopted by City Council in June 2011:

1. A regional leader in economic development practices
2. A high quality real estate product
3. A top of mind presence among targets
4. An enhanced and unique quality of place



Effectiveness Measures for Economic Development Department Activities	2011	2012
# of meetings held with existing or prospective businesses	170	148
# of prospect leads received from partner organizations	86	72
Estimated number of jobs attracted, created, or retained with City assistance	63	46
Average hourly wage of jobs attracted, created, or retained with City assistance	\$15.83	\$31.69
Estimated new commercial capital investment created with City assistance	\$1.1M	\$15.2M
New commercial square footage constructed	19,100	64,739
Average commercial occupancy rate	92.8%	92.8%
Total sales tax collections (retail, construction, and bed tax)	\$6.9M	\$6.9M
# of small business and entrepreneur training program participants	36	67

GOAL 1 & STRATEGIES

Goal 1

To be a regional leader in economic development with properly aligned resources and tools.

Strategy A

Build local capacity for economic development.

City leadership has been committed to building a strong Economic Development Department. The City Council authorized funding to bring two new team members on board during the fiscal year. An Economic Development Coordinator joined the department in September 2011 and an Economic Development Specialist was hired in May 2012. These new additions have focused on improving business outreach and data collection/analysis assistance.

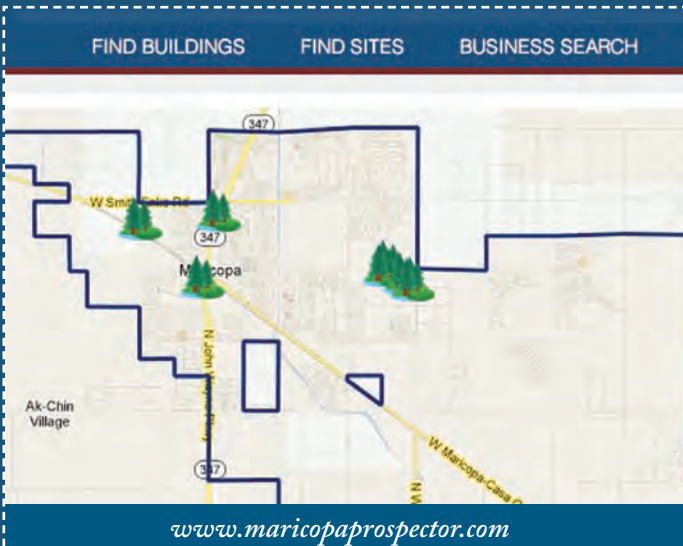
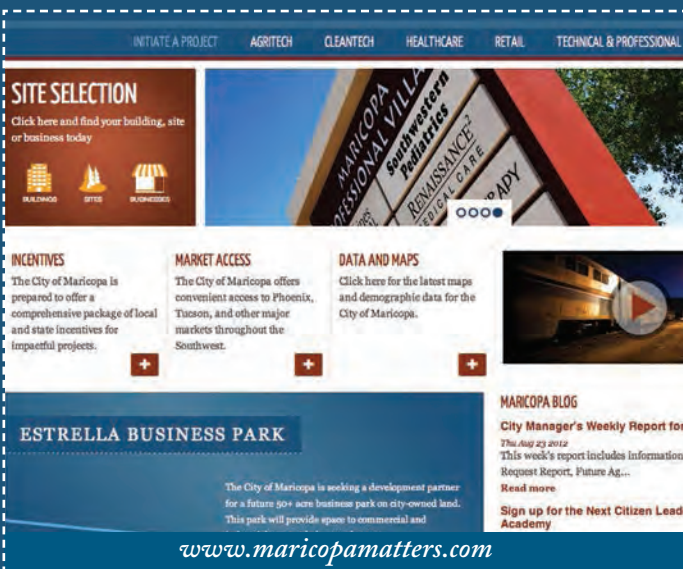
The City also hired a new Economic Development Director after the previous director was promoted to Assistant City Manager. Micah Miranda has more than 10 years experience and is highly skilled in business attraction, retention, small business assistance, and comparative tax analysis.

The City strengthened its relationship with the Maricopa Economic Development Alliance (MEDA), partnering on a number of economic development initiatives. MEDA is a private, non-profit that supports the City's economic development efforts through a public-private partnership.

Strategy B

Pursue retention and expansion efforts for existing businesses.

The City continued its business outreach program and staff, along with representatives from the Maricopa Chamber of Commerce and MEDA, met with 18 local business owners



and followed up with special assistance requests.

The City helped local businesses market themselves within the community through the Business Beat video program. Nineteen businesses were featured throughout the year. The videos were aired on the Maricopa20 TV channel and the City's website, and continue to be viewed on the City's YouTube channel.

A Shop Local contest was launched in April 2012 to reward loyal shoppers for buying local. Shoppers submit receipts for local purchases to the program website and are entered into a monthly drawing for a chance to win a \$100 gift certificate valid at participating businesses. Eighteen people participated during the first three months of the contest and submitted nearly \$11,000 in local receipts.

A Management and Technical Assistance program was created by MEDA to help expanding businesses get through the planning and permitting process. The program offers access to professionals in the areas of project management, engineering, architectural services, legal assistance, and general ombudsman representation.

Strategy C

Support entrepreneurs in the start-up of new business.

The City offered three entrepreneur training programs to the business community with nearly 70 local entrepreneurs participating. The Tech Business Accelerator and Startup Success programs were geared toward technology-based companies, while Small Business Basics Training focused on providing a foundation of critical skills for any startup.

In July 2012, the City was awarded a \$50,000 grant from USDA Rural Development to create the Maricopa Center for Entrepreneurship, a business incubator that will support local small business growth. Nearly 65% of all local businesses are home-based, many of which are seeking space and professional support to develop their business concepts. An incubator management firm will be hired to develop a business plan and coordinate facility operation and resource availability. The incubator will launch as a virtual incubator without a physical location, with plans to move into a commercial space by summer 2013.

BUSINESS BEAT



GOAL 2 & STRATEGIES



Goal 2

To be a community recognized by site selectors and companies in target industries as having a high quality real estate product.

Strategy A

Plan for adequate sites and infrastructure to support business development and attraction in Maricopa.

Between 40 and 60 freight trains operate daily through Maricopa, which results in significant traffic stoppages that impede commercial growth. The City has explored options to fund a grade separation at the intersection of John Wayne Parkway and the Union Pacific rail line to improve commute times and facilitate development south of the tracks.

Strategy B

Assist in the development of a business park to attract industrial employers.

A business park feasibility study was completed for the Estrella Gin site, a 50+ acre, City-owned property within the Heritage District. The site offers a unique opportunity to significantly reduce development costs and provide favorable rents to end users due to its City ownership and location in an established redevelopment district. A new fire station is being constructed on the site and the City has begun negotiations with Amtrak to relocate the existing Maricopa Amtrak station to the site. The City has also issued a Request for Information to identify developers interested in developing the remainder of the site through a public-private partnership. Private uses on the site could include a mix of industrial, office, retail, and flex space.

GOAL 3 & STRATEGIES

Goal 3

To have effective marketing that positions the community as a top of mind destination for new investment opportunities among key target sectors and audiences.

Strategy A

Raise awareness of economic development opportunities among local residents and businesses.

The City coordinated a number of events designed to inform and engage local residents and businesses. In November 2011, the City and MEDA partnered to host a community visioning session on development of the Estrella Gin site. The feedback received helped the business park feasibility study consultant better understand Maricopa's commercial space needs and what types of development local residents desire.

An Economic Outlook event was held in December 2011. More than 100 local and regional business owners and guests attended to hear an update on City projects, along with presentations from esteemed guest speakers Jim Rounds of Elliott D. Pollack & Co. and Alan Stephens of the United States Department of Agriculture.

Held in February 2012, the Mayor's State of the City Address gave members of the community an update on key development projects (e.g. Banner Health Center and Central Arizona College's Maricopa Campus) and local economic indicators.

The City hosted three roundtable events that focused on important issues affecting Maricopa's local economy.



2011 Estrella Gin site visioning session

Topics discussed included the state of capital markets, outlook for commercial development, and potential for local growth in the agritech and cleantech industries.

In May 2012, the City and IDA Board held an Introduction to Economic Development Financing course led by the National Development Council. Core topics of economic development finance were covered, including the need for gap financing, public financing programs, tax credit programs, and related case studies.

Strategy B

Initiate an external marketing campaign for Maricopa and its target industries.

Staff and members of City Council participated in the International Council of Shopping Centers' (ICSC) 2011 Western Dealmaking trade show in September and Annual ICSC International Trade Show in May 2012. These events provided the City with a total of 31 direct meetings (an increase from 26 in the previous year) with retail development prospects.

GOAL 3 & STRATEGIES

Efforts to attract non-retail development were increased in 2012. The City partnered with several Phoenix area communities and organizations to generate leads within its target industries. Maricopa participated in a number of sales missions and trade shows, including:

- AdvaMed - premier medical technology trade show in the United States (six direct meetings)
- Solar Power International - largest event for the solar power industry in North America (seven direct meetings)
- Roundtable in the Rockies - annual roundtable with site selectors representing multiple industries (seven direct meetings)
- BIO International Convention - global event for the biotechnology industry (five direct meetings)

In November 2011, the City hosted representatives from the Canadian Consulate. The visit included a presentation on Maricopa's growth and local economy, a tour of the community, and a discussion of future partnerships to enhance business linkages between Maricopa and Canada.

Throughout the year, the City offered Talk & Tee Tours to people in the Phoenix area development community. These events included breakfast and a presentation at Southern Dunes Golf Club, followed by a tour of Maricopa.

Targeted advertising placements were made in a number of industry publications. Maricopa economic development activities were featured in regional publications (e.g. Arizona Builder's Exchange) and the City wrote editorials and news releases to raise awareness of Maricopa opportunities.



2011 Canadian Consulate visit



GOAL 4 & STRATEGIES

Goal 4

To be known as a community with a unique quality of place within the region.

Strategy A

Strengthen and leverage existing educational institutions, workforce development, and other training assets serving Maricopa.

Central Arizona College (CAC) has three full-service campuses and seven regional centers strategically located throughout Pinal County. Since 2006, CAC has served Maricopa out of 2,640 square feet of leased space on John Wayne Parkway. In December 2011, CAC broke ground on a full-service campus in Maricopa. The first phase of the Maricopa Campus will include more than 76,000 gross square feet and is expected to be open for the spring 2013 semester. At full build-out, the campus is planned to accommodate more than 20,000 students and have a gross square footage approaching 720,000 feet.

Strategy B

Continue to support the expansion of additional quality of place amenities.

An important quality of life amenity added to the community in 2012 was the Banner Health Center. The center is the first major medical facility in Maricopa and opened in May 2012. The center was made possible through a public-private partnership between the City and Banner Health. The center's first phase is a 40,000 square foot facility providing primary and specialty medical care. Banner has plans to expand the center and its services to 85,000 square feet as local demand requires. Approximately 200 Banner Health employees live in Maricopa



Maricopa Campus rendering, courtesy of SmithGroupJJR



2012 Banner Health Center ribbon cutting ceremony

GOAL 4 & STRATEGIES

and work at other branches in the greater Phoenix area. The 22 new jobs already created at the center have given 12 employees an opportunity to both live and work in Maricopa.

Despite the ongoing economic downturn, retail development continues in Maricopa. Ten thousand square feet of retail space is under construction at The Wells shopping center. In addition, two prime retail sites along John Wayne Parkway were purchased by a Phoenix area development company in 2011 and 2012, and they are working to secure retail tenants.

In 2008, a \$65 million City bond was approved to fund the creation of a 140 acre recreation complex at the southeast corner of John Wayne Parkway and Bowlin Road. This year, the design process for the complex was initiated. The exciting plans for the complex include a multi-generational facility, aquatics center, park facilities and lake, baseball/softball fields, multipurpose fields, and other park amenities.



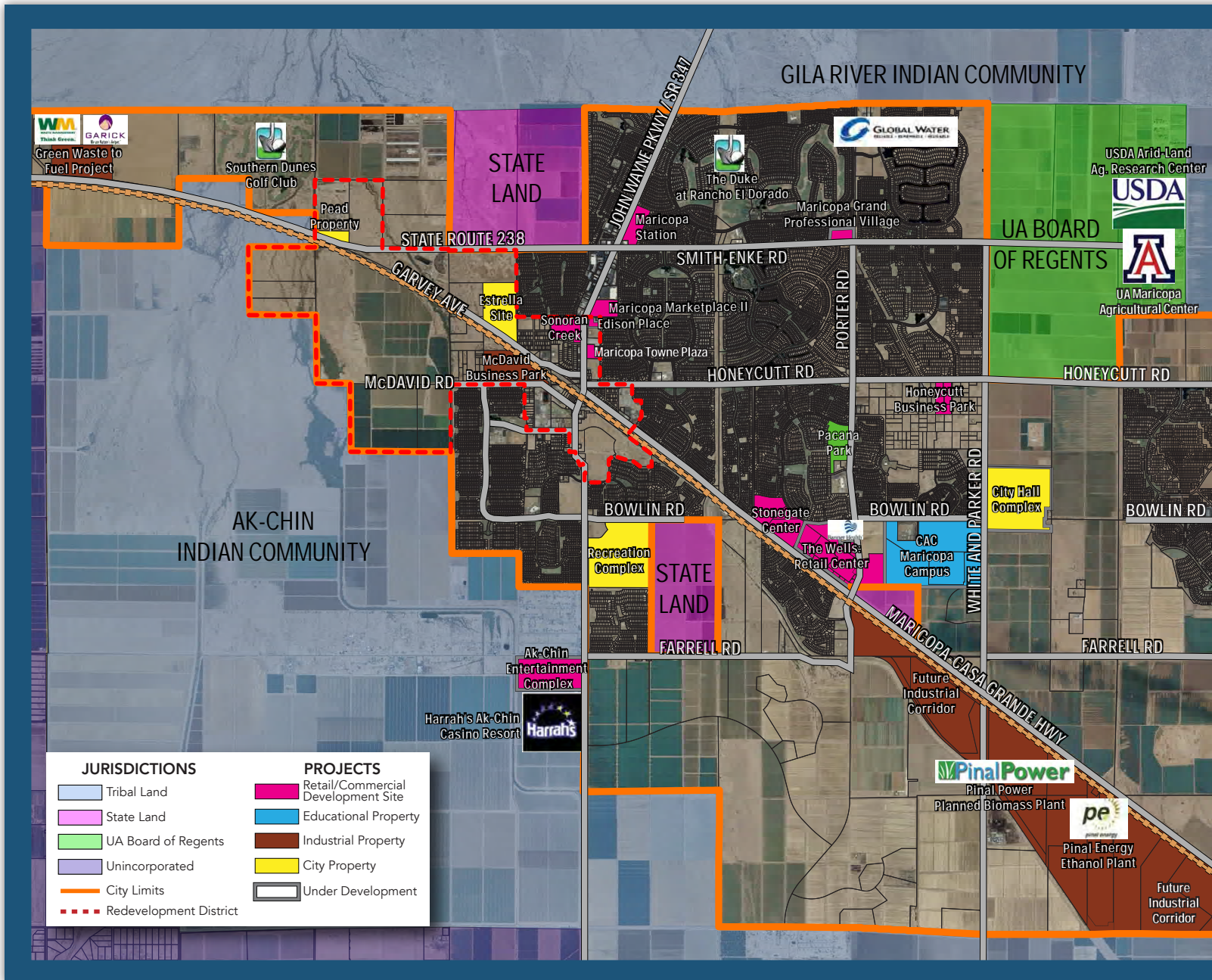
2011 Heritage District cleanup event: blighted structure removal

The City continued to support redevelopment activities in the Heritage District. In September 2011, the Heritage District Citizens Advisory Committee held a cleanup event to remove blighted structures and general refuse. Six roll-off trash bins were placed in various locations around the Heritage District. Resident utilization was even higher than anticipated, requiring two additional trash bins. The event resulted in more than 30 tons of material disposal.

The Committee also met regularly to review development projects occurring in the Heritage District and discuss projects to improve the area. One project brought before the Committee was a proposal to create a neighborhood park on Lexington Avenue to provide Heritage District residents with a green space where they can play and relax.

City Council showed its commitment to the Heritage District by approving funding for improvements. City staff, with support from the Heritage District Citizens Advisory Committee, proposed a facade improvement program intended to stimulate revitalization and private sector capital investment in the area. Commercial and residential property owners and tenants are now able to receive reimbursements for eligible, pre-approved facade improvements (i.e. improvements to street-facing exteriors). The program is designed to spur private commercial investment by requiring that applicants match any City funding received.

AREA PROJECTS MAP



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